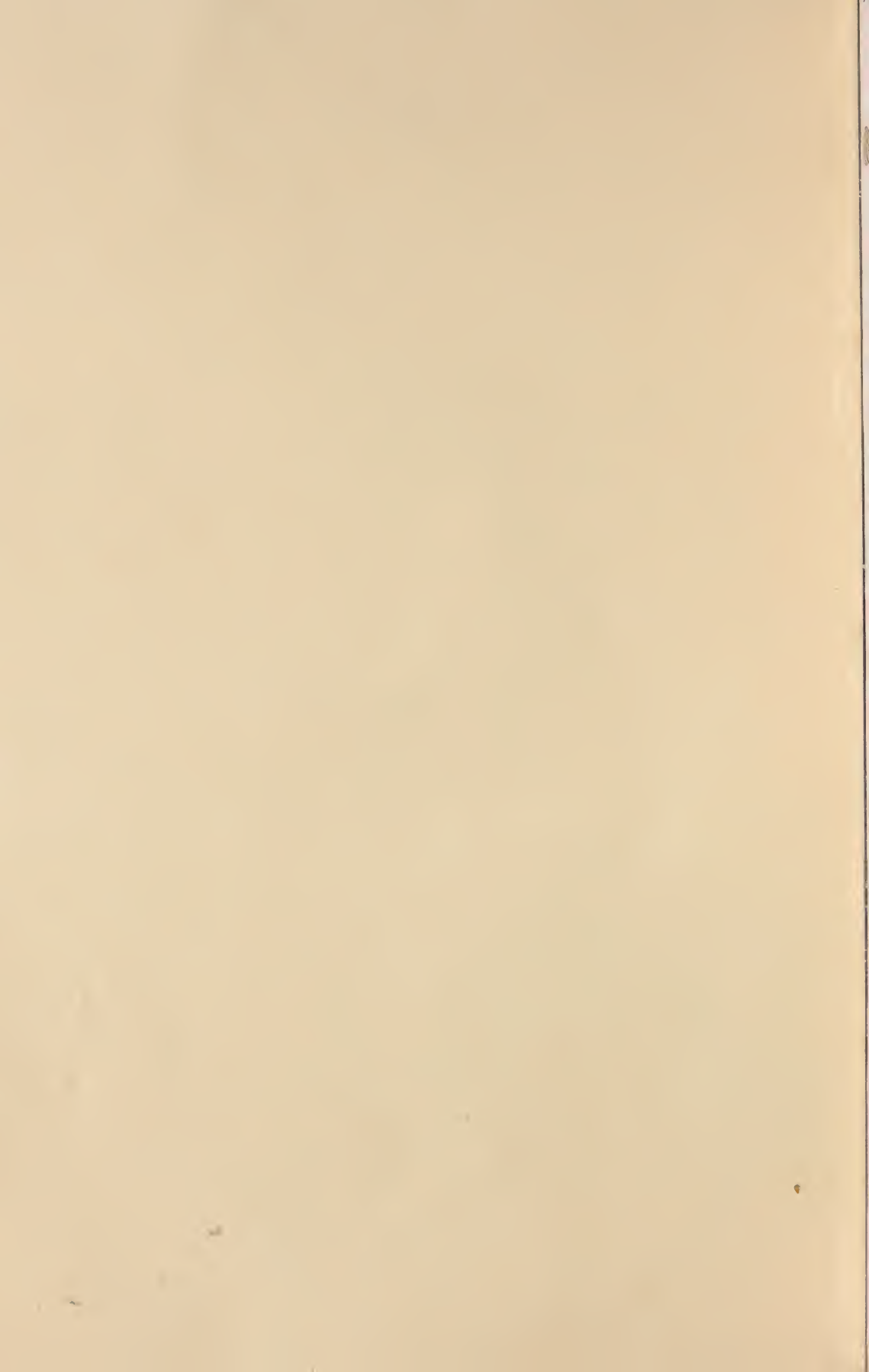


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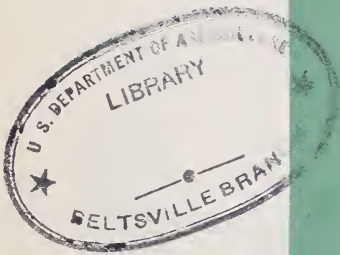


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MANAGEMENT'S

GUIDE BOOK



Town and Country
BUSINESS PROGRAM



PA-441

● A Youth Program of the Cooperative Extension Service ●

UNITED STATES DEPARTMENT OF AGRICULTURE
and State Land-Grant Colleges and Universities Cooperating



BACKGROUND

The youth who will be visiting your company are generally beyond the 10th grade level. They have been (or will be) participating in similar visits to other firms in the area. The things observed in their visit will be discussed at the formal meetings held by the group. The group leader will develop the ideas your firm illustrates into a meaningful study of the marketing aspects of American business enterprise.

OBJECTIVES

of the Town and Country Business Program

Provide greater understanding of business as it operates through firms closely associated with agriculture.

Teach basic economic facts that will help participants better fit themselves into the modern social and economic structure.

Explore employment opportunities in business closely related to agriculture.

Give youth who will go into farming a better appreciation of problems of agricultural marketing.

Point to the needs and benefits of training and education for youth who anticipate employment with agricultural business firms.



SUGGESTED PROCEDURES FOR COMPANY TOUR

Meeting the Group Members

Greet the members upon their arrival at the company (preferably by top management).

Explain the company organization (chart or blackboard, if possible).

Discuss organizational structure (proprietorship, partnership, corporation, or cooperative).

Background and History of Your Company

Development of the original idea into the present company.

Significant successes or failures.

Visions and aspirations of your firm that make it vital to you.

Your Products or Services

Discuss what you produce or services you render.

Have samples or parts on display, if practical.

Jot down ideas
you want to discuss



The Marketing Jobs You Do

Discuss any of the following marketing functions you perform and the importance of selected ones in your business. (Check ones most appropriate.)

- _____ Assembly
- _____ Transportation
- _____ Inspection and Grading
- _____ Processing
- _____ Storing
- _____ Financing and Risk Bearing
- _____ Market Information
- _____ Packaging and Displaying
- _____ Sales and Service
(Advertising and Promotion)

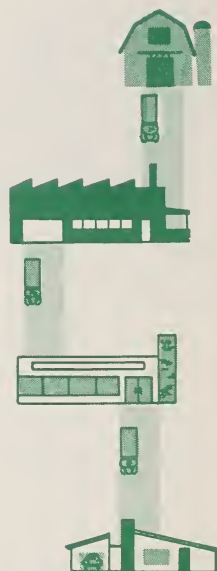
Discuss Type of Sales

Wholesale
Retail
Jobber

Your Marketing Channel

Discuss where you fit into the scheme of distribution from producer to consumer. (How you work in relation with producers, wholesalers, retailers, and special middlemen, such as brokers.)

Jot down ideas
you want to discuss



How Your Prices are Determined

Give examples rather than a mere statement that competition sets your prices.

Show how your business is competitive and discuss your company's position in relation to your industry.

The Effect of Your Company on the Community

The employment you create.

The activity of your personnel in community affairs.

The influence of your business on farmers (and others) in the area.

The effect of your payroll on the community economy.

How your product influences the standard of living.

The importance of your company's taxes in providing local community revenue.

Jot down ideas
you want to discuss



DISCUSS YOUR PERSONNEL PRACTICES

Job opportunities within your industry and your firm.

What do you look for in potential employees (attitude, education, etc.)?

How to apply for a job.

Opportunities available in your industry (training programs, etc.).

Explain fringe benefits where applicable (pension plan, stock participation plan, etc.).

Give a brief explanation of your wage structure. Explain promotion policy and opportunities for advancement in your company.

OUTLINE THE TOUR

Point out to the members the various operations they will see during the tour of the company. Provide and use a map or an outline as a guide for the tour, explaining it to the group in advance.

Jot down ideas
you want to discuss



TOUR OF THE COMPANY

In general, bear in mind that the purpose of the program is to explain your company's operations, not just as such but as an example of a marketing firm that performs certain services for customers, has special problems, and requires qualified people to exist.

Small Groups: During the tour, the members should be divided into small groups whenever possible. With small groups members can receive the full benefit of the guide's explanation. They can ask questions and can be better handled from the standpoint of safety.

Order of Tour:

When possible, follow in order the various stages in the production or sales of your product.

Where practicable, make out a time schedule and allot proper time for each station on the tour.

**During Tour, or Immediately Following,
Provide an Opportunity for Members to Visit
Restroom Facilities.**

Jot down ideas
you want to discuss





ENTHUSIASTIC GUIDES

They make the tour interesting and effective.

Guides should make the visit more than a mere curiosity tour. If the guide is poorly prepared or apathetic in his approach, the members will lose interest.

Show why as well as how you do things.

Point out labor-saving devices and illustrate their effect on production, employee, owner, and customer.

Indicate cost of major machines used. This can be done effectively through the use of signs. Point out replacement costs for comparison.

Ask employees to explain their jobs.

Guides must be informed, interested, and audible. Megaphones or public address systems may have to be provided in noisy areas. (Contact extension agent if this equipment is needed.)

Provide name tags for guides.

QUESTION AND ANSWER SESSION FOLLOWING THE TOUR

Invite the members to ask questions about the tour or discussion.

Allow plenty of time for questions. Invite leaders to participate in discussion.

Elementary questions should be answered to give the business story as well as specific answers. The questions may be, "How many refrigerated trucks do you have?" or more importantly, "Why do you have refrigerated trucks?" It may be, "What temperature is the pasteurizer?" A simple Fahrenheit answer could suffice. However, more importantly, "Why pasteurize your product?"

If possible, stimulate questions by referring the question to the group for answering.





VISUAL AIDS

If you desire to show a film pertaining to your industry, you can show the film at the plant. An alternative would be to make the film available to the leader to be shown at his or her convenience.

Whenever possible, use visual aids such as slides, charts, blackboard, working models, maps, and photographs.

If you need help, call your Agricultural Extension Service county agent or group leader. He'll be in a position to help you out of rough spots.

County Agent _____

Address _____

Telephone _____

April 1961

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